



DESTINATION  
BELL BOULEVARD

INTERACTIVE WORKSHOP

APRIL 7, 2015



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# PROCESS DIAGRAM

WINTER 2014-15

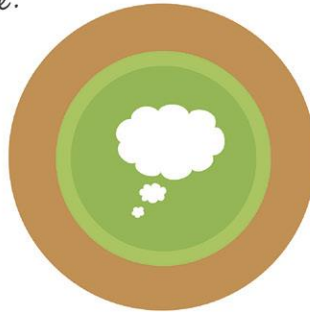
SPRING 2015

SUMMER 2015

...



*We are here.*



1.  
Explore  
& Analyze

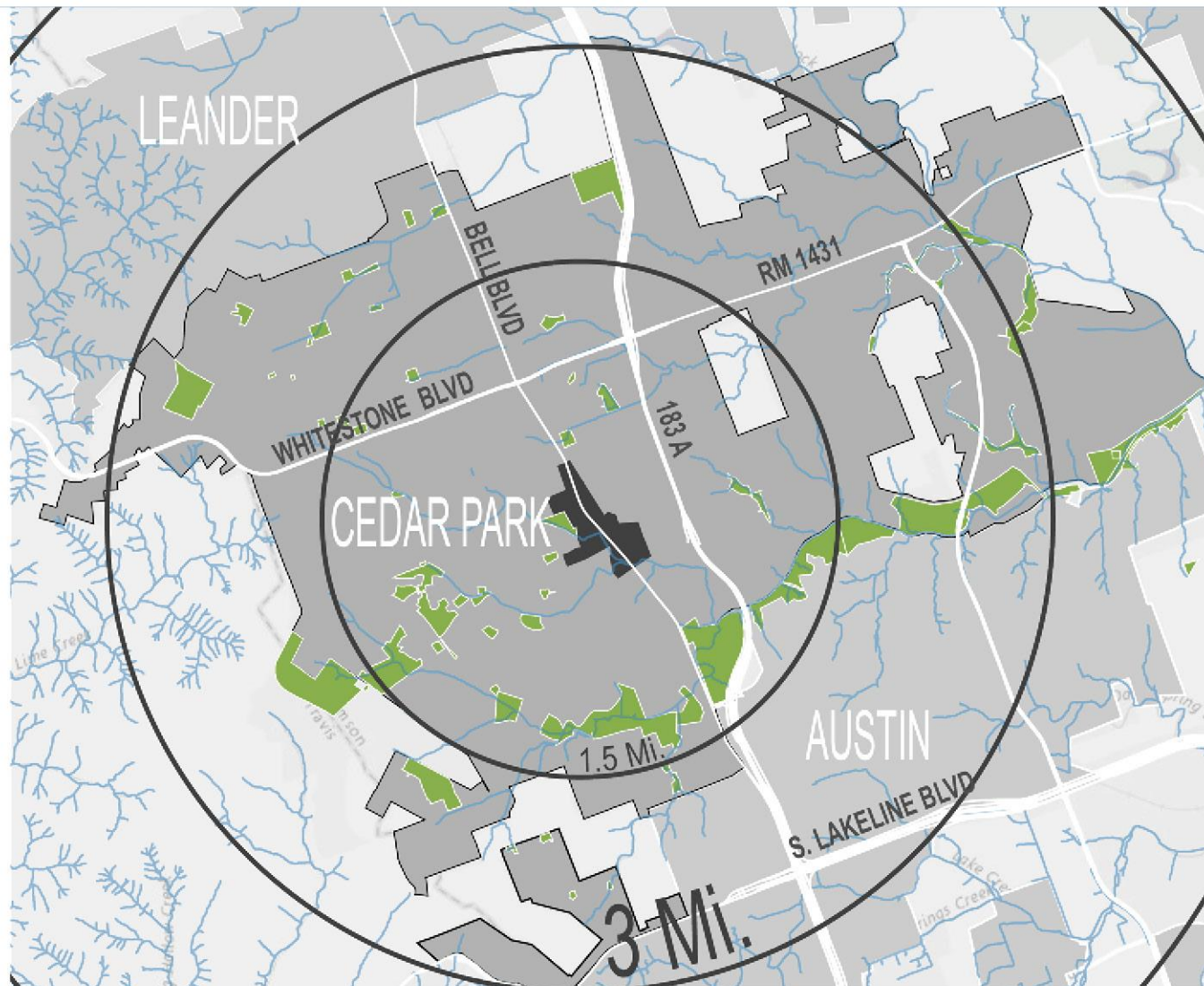
2.  
Identify  
Common Ideas

3.  
Refinement of  
Concept

4.  
The Future  
Begins



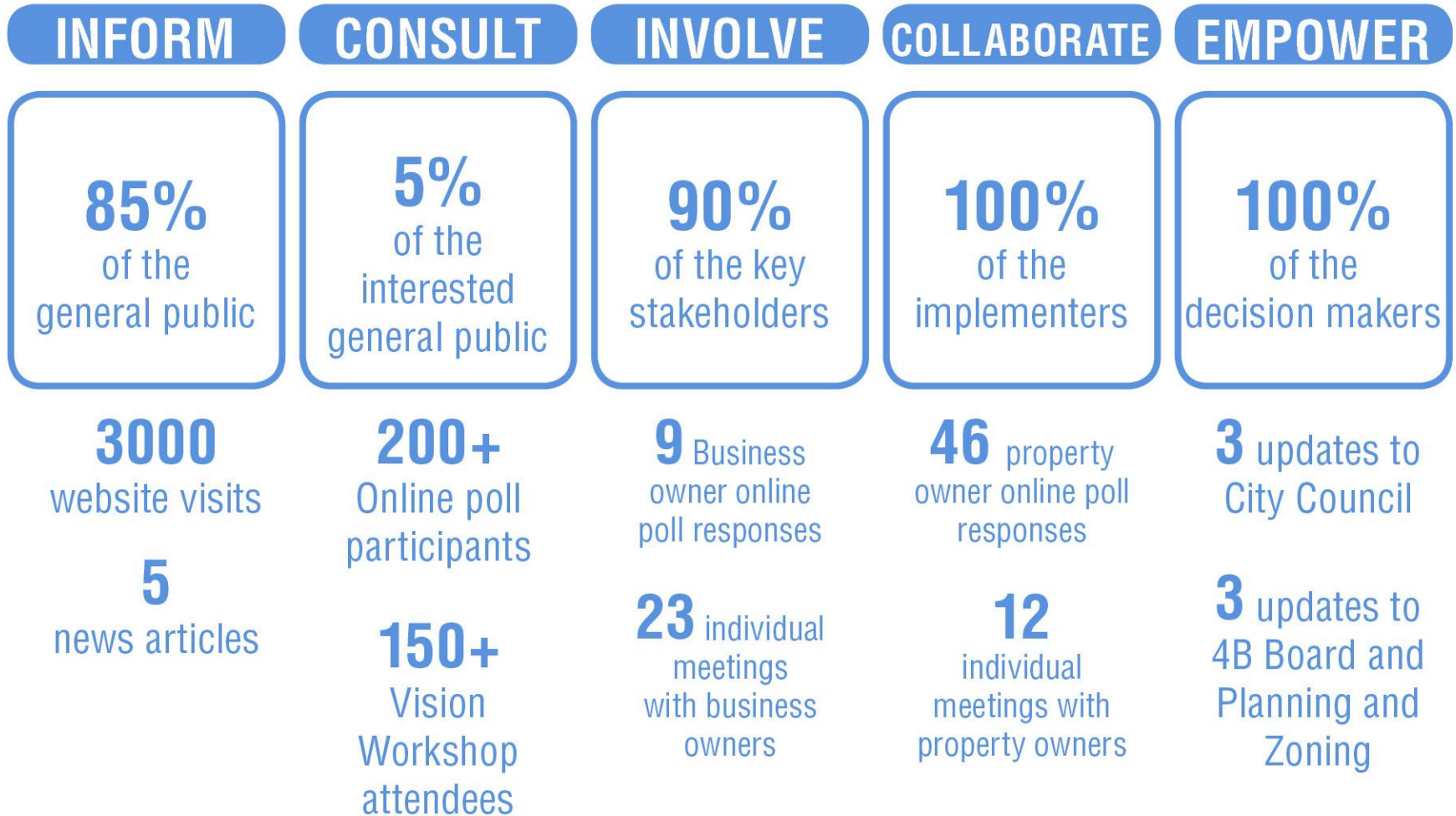
# REGIONAL CONTEXT



Focus Area



# STAKEHOLDER OUTREACH





# ACHIEVING THE VISION



## PROJECT GOALS



**VISION:** To create a **gathering place** and sense of **identity** for the City of Cedar Park.

## PROJECT GOALS



**GOAL 1:** Create an **economically vibrant** corridor and energize the greater Cedar Park region.

**GOAL 2:** Generate **return on investment** for the City of Cedar Park and private business.



## PROJECT GOALS

**GOAL 3:** Work with **natural and historical assets** to define a more pleasant human experience.

## PROJECT GOALS

**GOAL 4: Maintain mobility** and accommodate traffic levels while increasing access.

**GOAL 5:** Gain support from **affected stakeholders** including land owners, developers, and business owners.

## PROJECT GOALS

**GOAL 6:** Solidify what the **identity** of Cedar Park is through the master planning process.



# CONCEPT LEVEL DESIGN

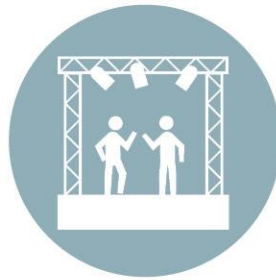


## CONCEPTUAL LEVEL DESIGN IS FOR THE PURPOSE OF:

- Providing a framework for general land use, transportation, open space and design character;
- Discussing strengths and weaknesses;
- Narrowing down possibilities; and
- Identifying catalytic projects or targeted areas of investment.



**PROJECTS**



**PROGRAMS**



**POLICIES**

# PRESENTATION FORMAT



**CHALLENGE**

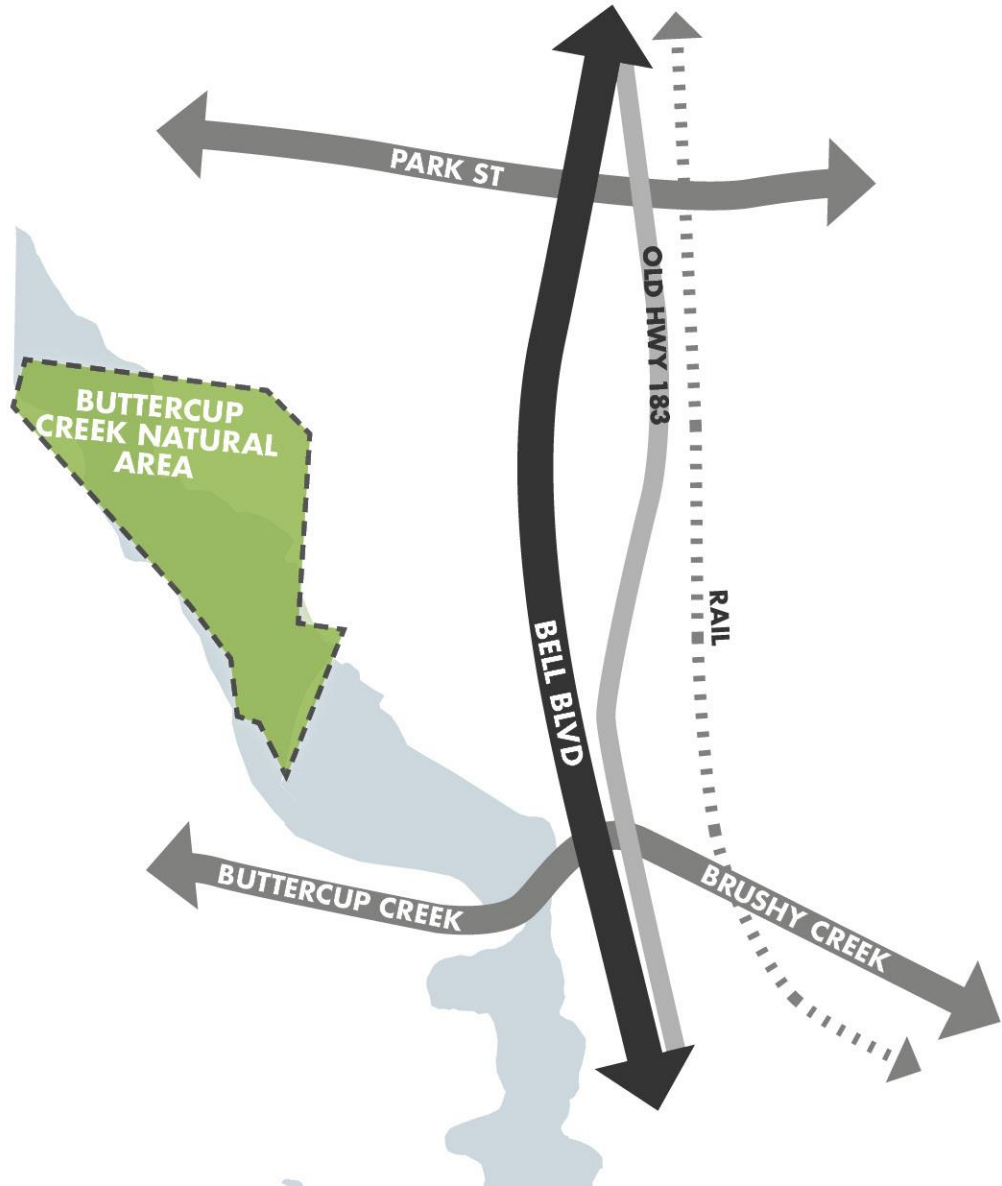
**PROPOSED  
IMPROVEMENT**

**MEASURE OF  
SUCCESS**



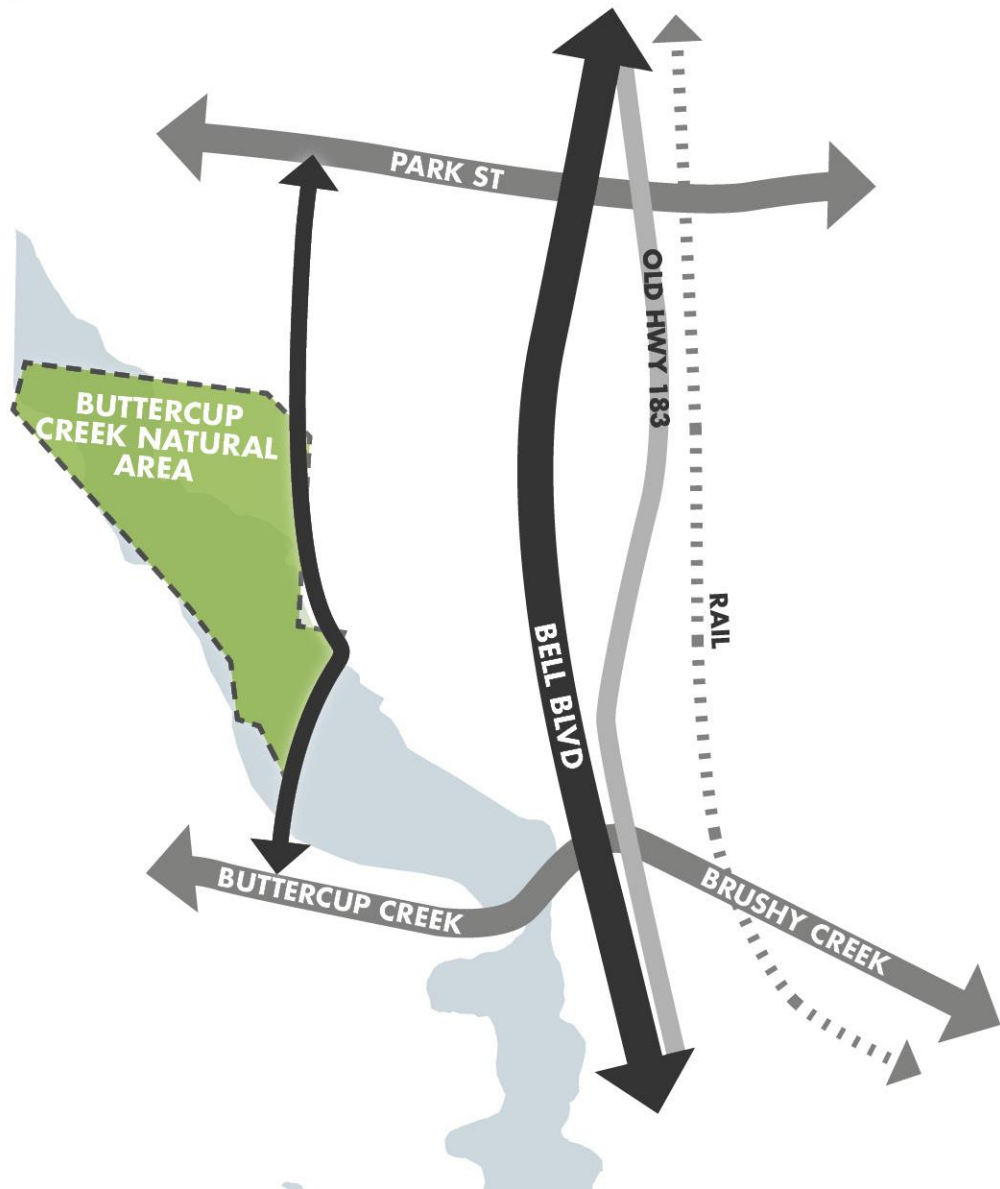
# PARK & PARKWAY

CHALLENGE - NO ACCESS TO NATURE AREA



# PARK & PARKWAY

PROPOSED IMPROVEMENT - CREATE A PARKWAY



# PARK & PARKWAY

## PROPOSED IMPROVEMENT - CREATE A PARKWAY





# PARK & PARKWAY

## PROPOSED IMPROVEMENT - CREATE A PARKWAY

### ECONOMICS

**20%** premium for land adjacent to park

**.25 MILE** of developable park frontage

### NATURAL ASSETS

**12 ACRES** of accessible nature preserve + trails

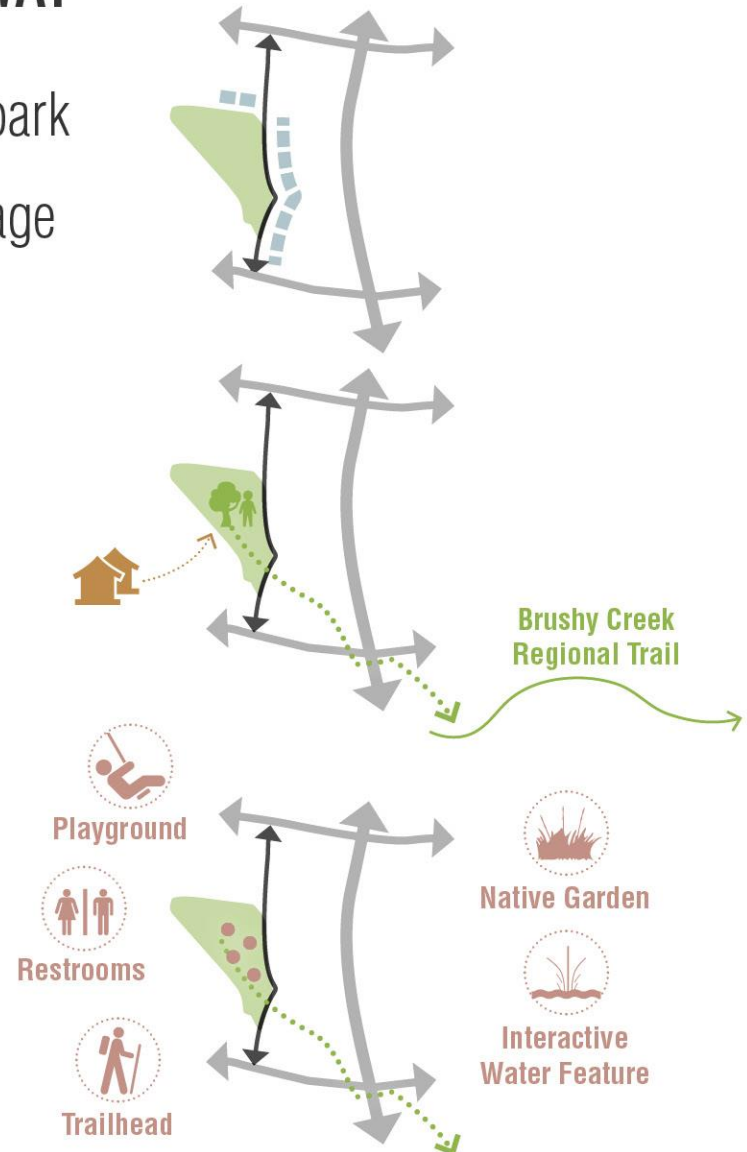
Trailhead that will connect to  
**6.5 MILES** of regional hike and bike trails

### COMMUNITY

**230+ HOMES** within 5 minute walk to park

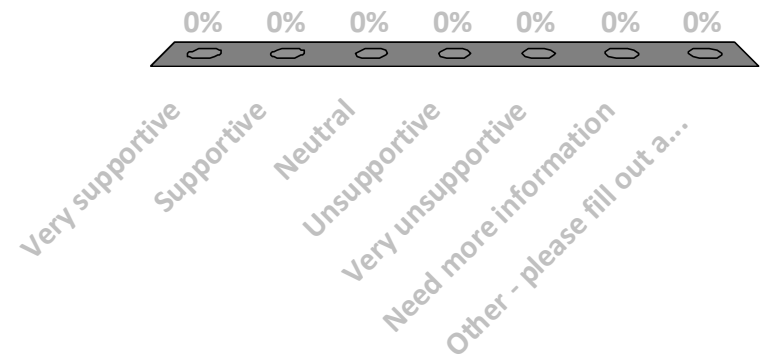
### IDENTITY

Potential programming and space for socializing



# HOW SUPPORTIVE ARE YOU OF THE PARK AND PARKWAY IMPROVEMENTS AS SHOWN?

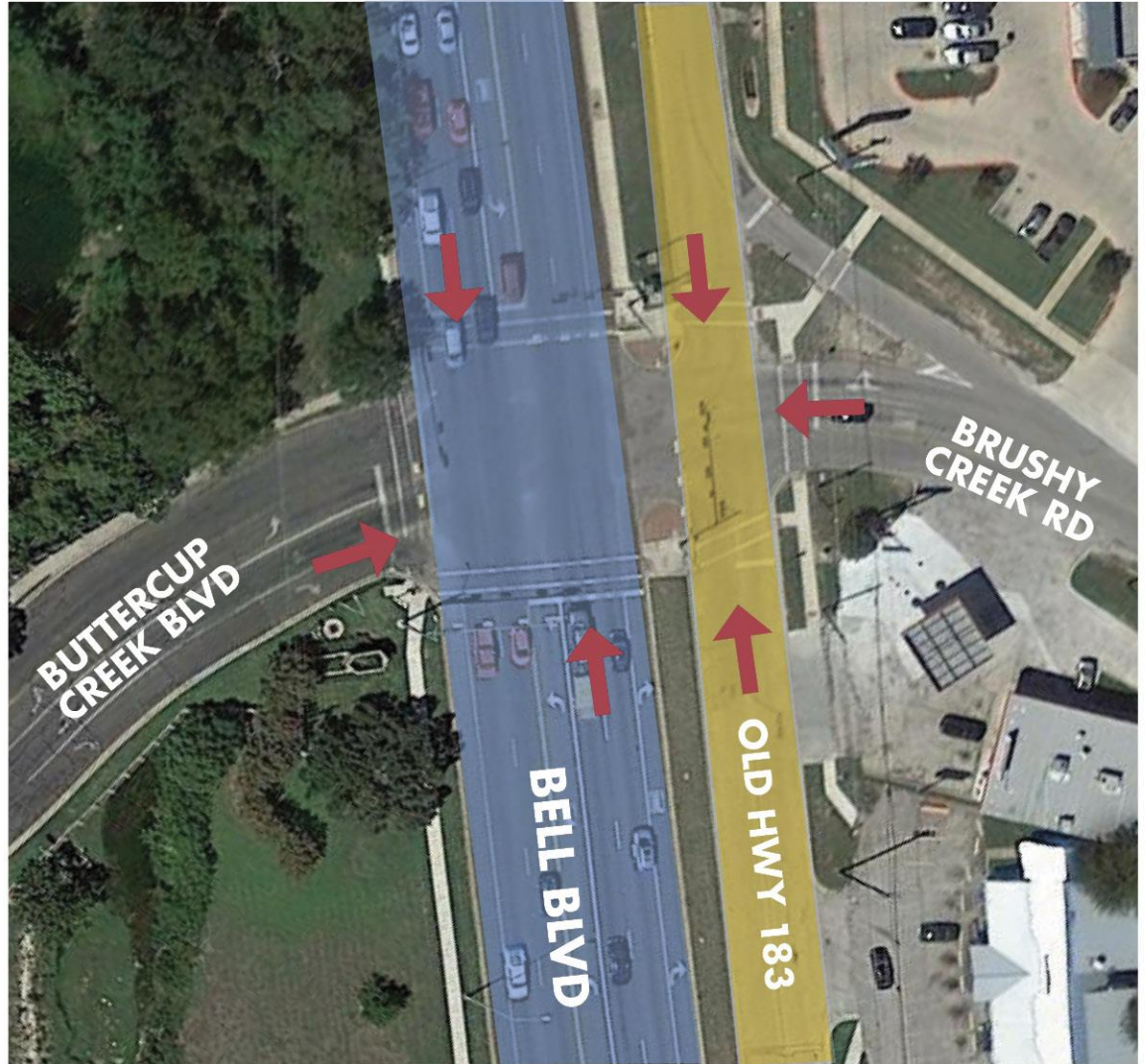
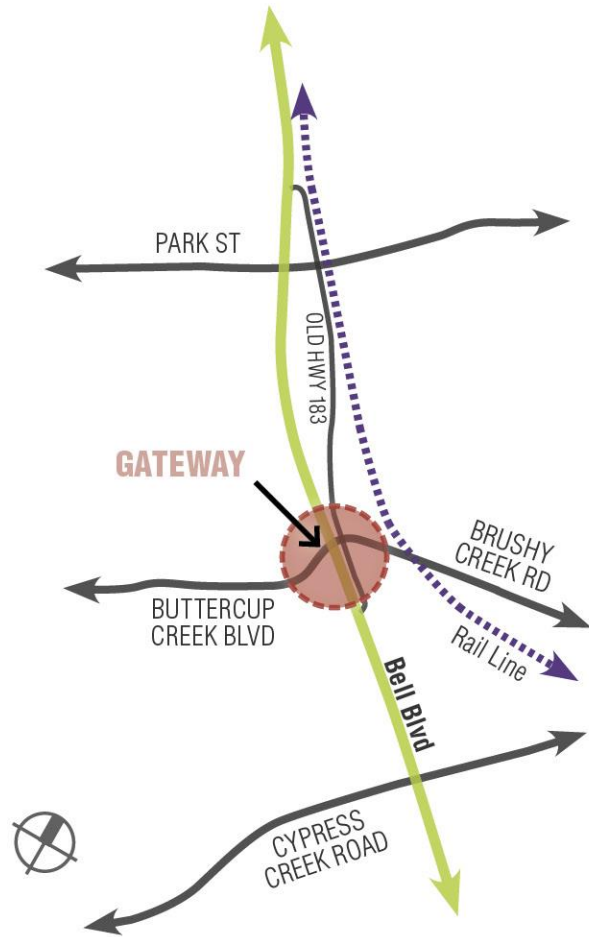
1. Very supportive
2. Supportive
3. Neutral
4. Unsupportive
5. Very unsupportive
6. Need more information
7. Other - please fill out a comment card





# REALIGNED INTERSECTION

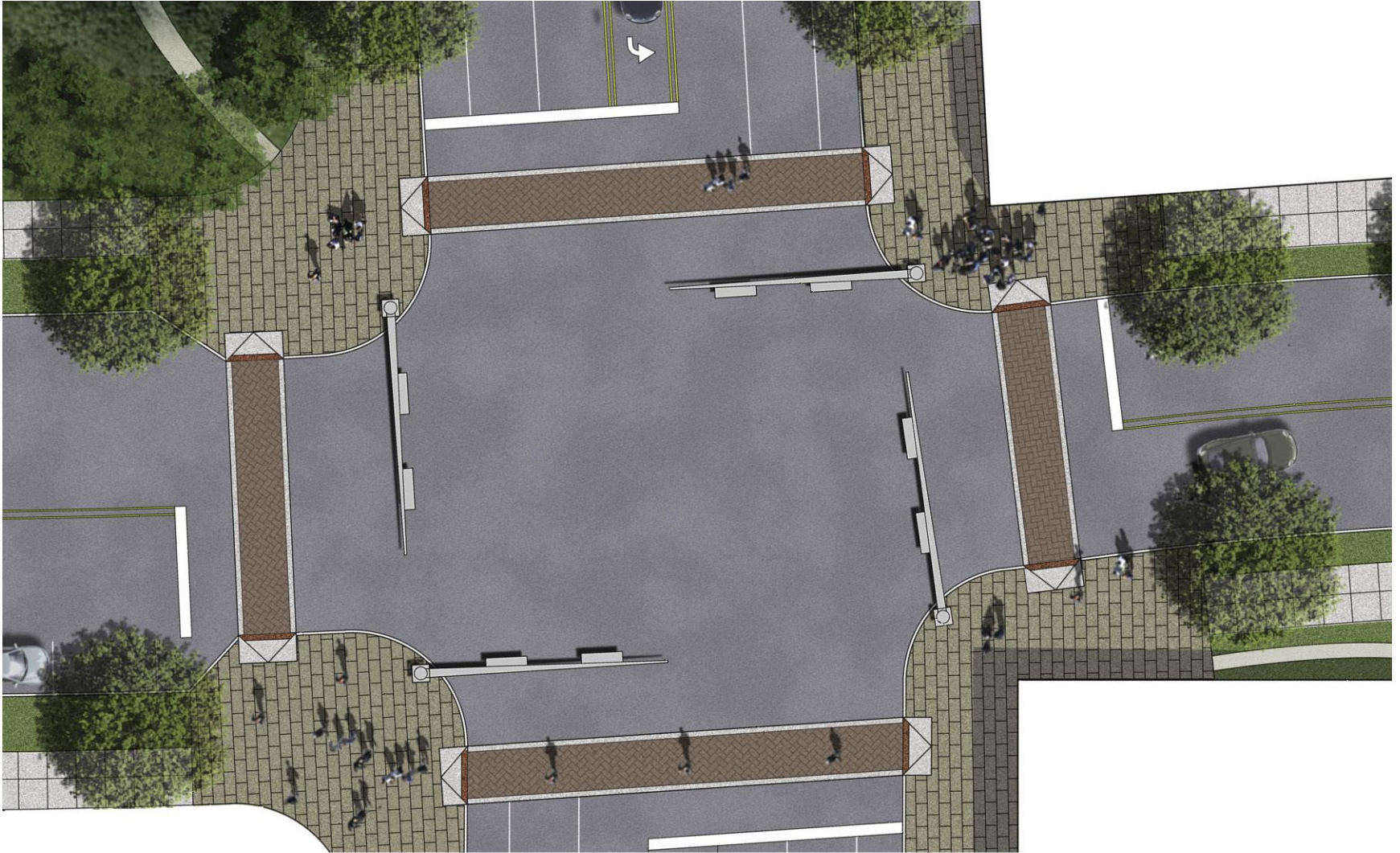
CHALLENGE - 6 WAY INTERSECTION; ON A CURVE





# REALIGNED INTERSECTION

## PROPOSED IMPROVEMENT - 4 WAY INTERSECTION



# REALIGNED INTERSECTION

## PROPOSED IMPROVEMENT - 4 WAY INTERSECTION

### ECONOMICS

**1.2 ACRES** increase of developable block area

### NATURAL ASSETS

**80% INCREASE** in street tree canopy

Trail crossing to connect **6.5 MILES** of regional hike and bike trails

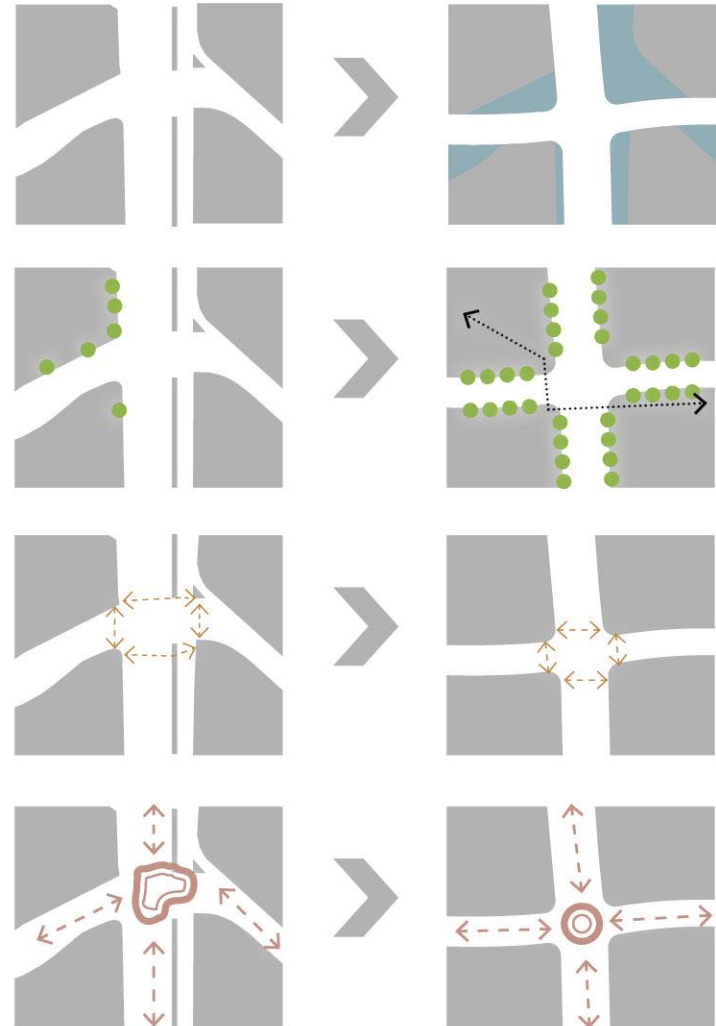
### COMMUNITY

**55% REDUCTION** in crosswalk distance

**SIMPLIFIED** mobility

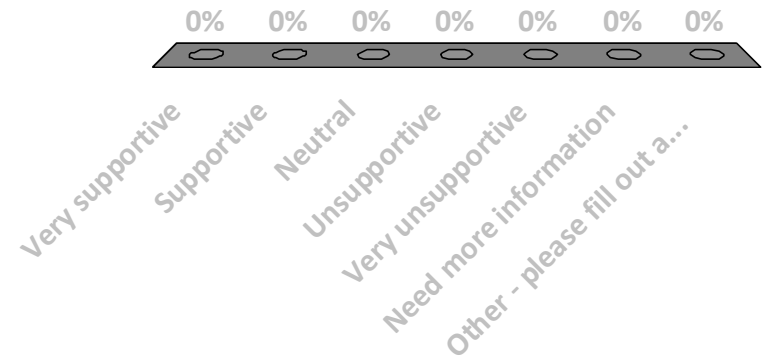
### IDENTITY

**GATEWAY** to the district



# HOW SUPPORTIVE ARE YOU OF THE INTERSECTION IMPROVEMENTS AS SHOWN?

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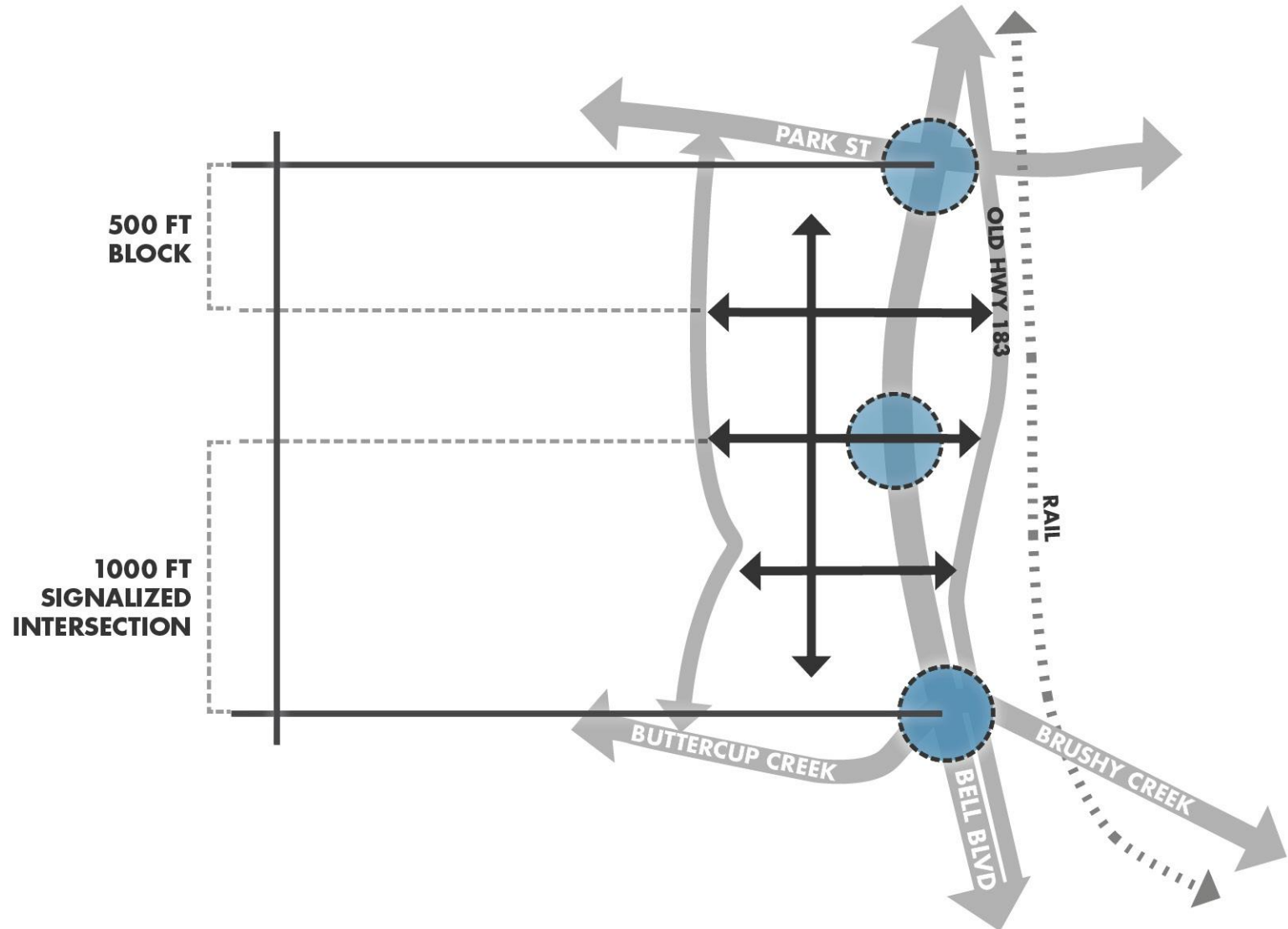
## PEDESTRIANS; CURRENT CONDITIONS ≠ PEDESTRIANS





# SHOPPING STREET

## PROPOSED IMPROVEMENT - CREATE WALKABLE BLOCKS



# SHOPPING STREET

## PROPOSED IMPROVEMENT - CREATE WALKABLE BLOCKS



# SHOPPING STREET

## PROPOSED IMPROVEMENT - CREATE WALKABLE BLOCKS

### ECONOMICS

**500 FT** block length with access on all sides

### NATURAL ASSETS

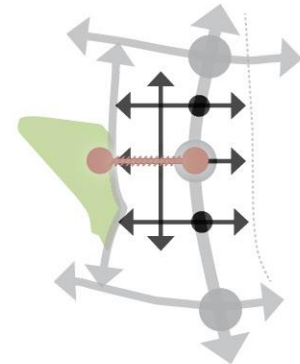
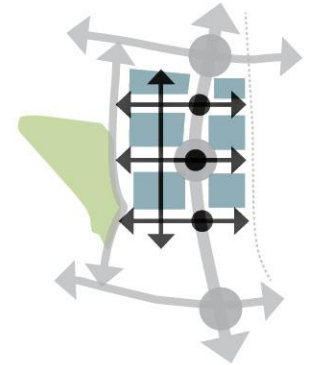
**1 STREET TREE** for every **500 SQ FT** of pedestrian space

### COMMUNITY

**15'-30' FT** sidewalk widths for shopping, walking and dining

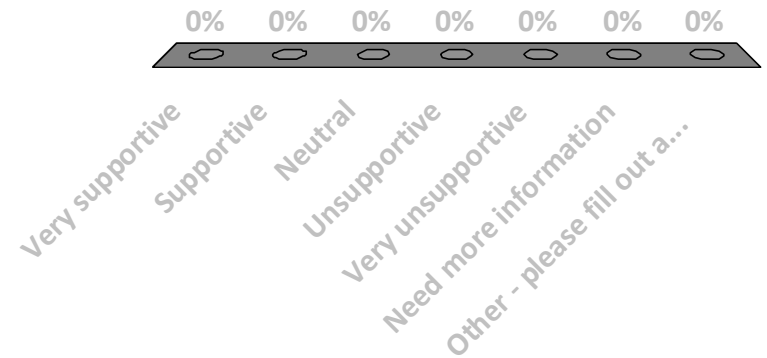
### IDENTITY

Create a strong **CONNECTION** from Bell Blvd to the park



# HOW SUPPORTIVE ARE YOU OF THE WALKABLE BLOCK IMPROVEMENTS AS SHOWN?

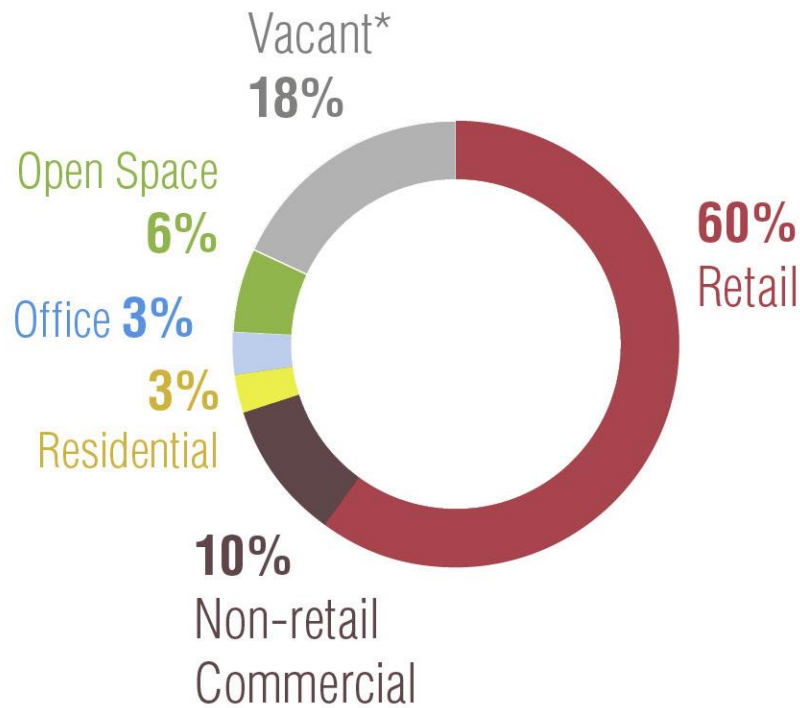
1. Very supportive
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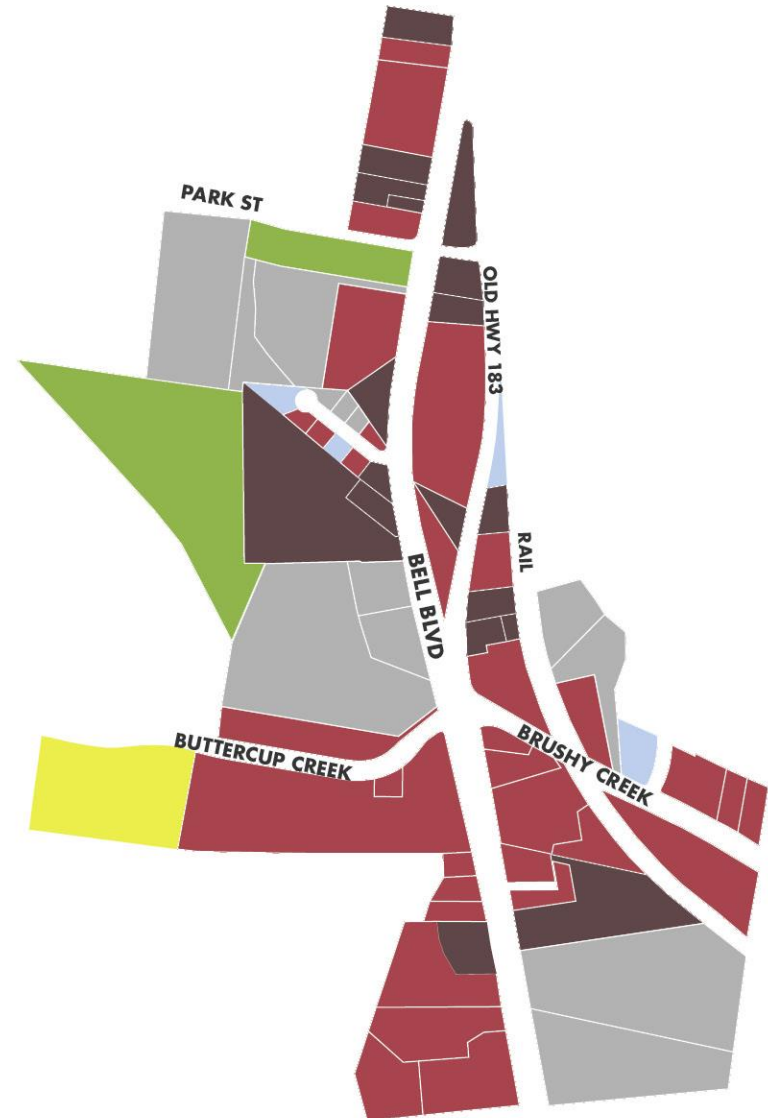


# LAND USES

## CHALLENGE - EXISTING LAND USE VACANCY AND DIVERSITY



*\* Does not include developable land that has building vacancy (True Value)*



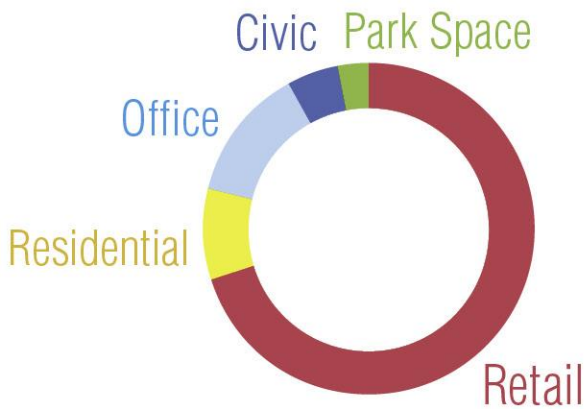


# LAND USES

## PROPOSED IMPROVEMENT - MIXED USE

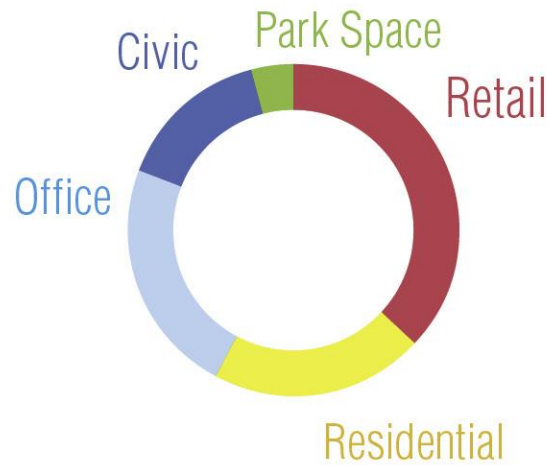
### Hill Country Galleria

Bee Cave, Texas



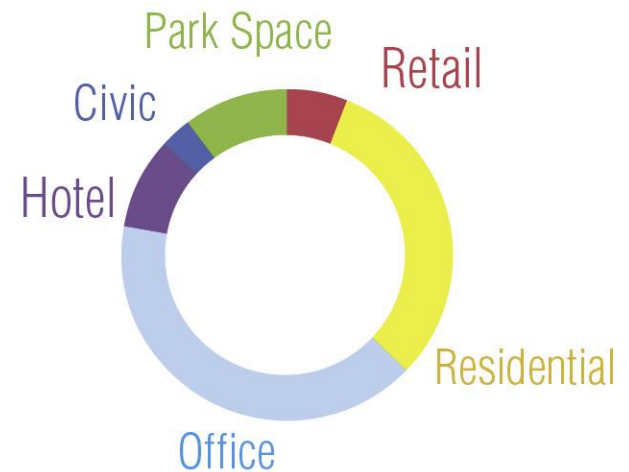
### Downtown Grapevine

Grapevine, Texas



### Legacy Town Center

Plano, Texas



# LAND USES

## PROPOSED IMPROVEMENT - RESIDENTIAL

- Creates a place for young professionals and empty nesters to live in Cedar Park
- Creates 24/7 activity
- Supports restaurants, nightlife and entertainment uses
- “Live, work and play” lifestyle
- Retail follows rooftops
- “The rent is well above the market because of the place we created there”
  - David Ward, Post Properties developer of Addison Circle in Addison, Texas



Addison Circle - Addison, TX



# LAND USES

## PROPOSED IMPROVEMENT - OFFICE

- Creates jobs close to housing
- Retail demand at different times of day
- “Live, work and play” lifestyle
- “ Office tenants today prefer to be located in an amenity rich, mixed-use suburban centers than single-use suburban office locations by a margin of 83% to 17% ...”
  - NAIOP Research Foundation



Legacy Town Center - Plano, Texas



Belmar - Lakewood, CO

# LAND USES

## PROPOSED IMPROVEMENT - NEIGHBORHOOD GROCERY



Lower Greenville Dallas, Texas

- 14,000 sq. ft.



Austin, Texas

- 5,500 sq. ft.



# LAND USES

## PROPOSED IMPROVEMENT- CIVIC/CULTURAL ENTERTAINMENT



Mueller Redevelopment Austin, Texas

- 40,000 sq. ft.
- Children's Museum



Huntersville, North Carolina

- 48,000 sq. ft.
- Children's Discovery Center and City Offices



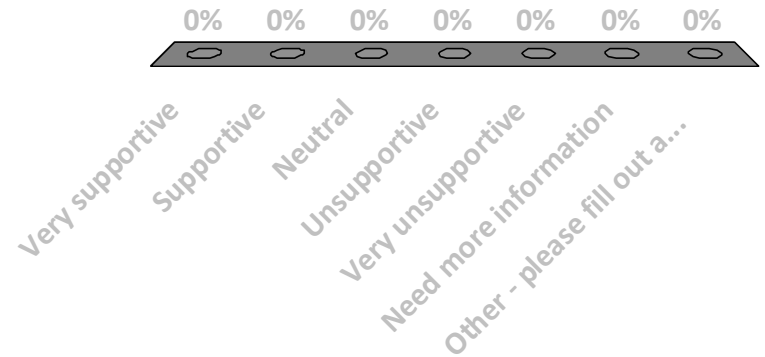
# LAND USES

## PROPOSED IMPROVEMENT - MIXED USE



# HOW SUPPORTIVE ARE YOU OF ENCOURAGING A MIX OF USES ALONG BELL BLVD?

1. Very supportive
2. Supportive
3. Neutral
4. Unsupportive
5. Very unsupportive
6. Need more information
7. Other - please fill out a comment card





# KEY DIFFERENCES

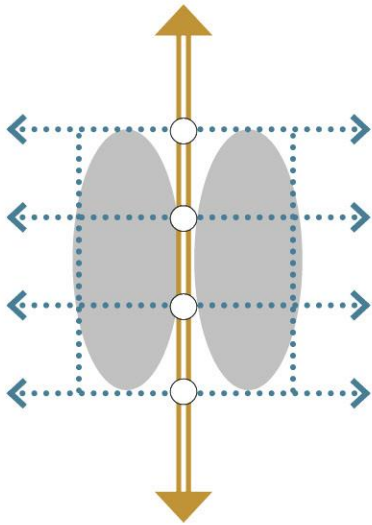
CHALLENGE - BELL BLVD. IS A DIVIDER



# KEY DIFFERENCES

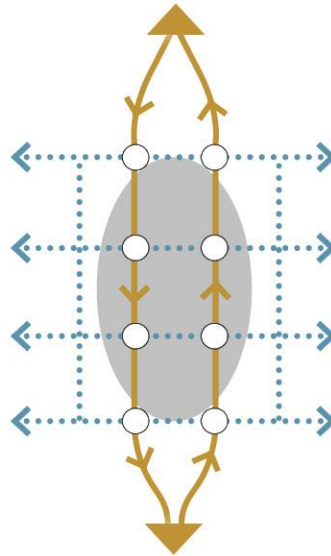
## PROPOSED IMPROVEMENT - 3 ALTERNATIVES

THE BOARD ON BOARD



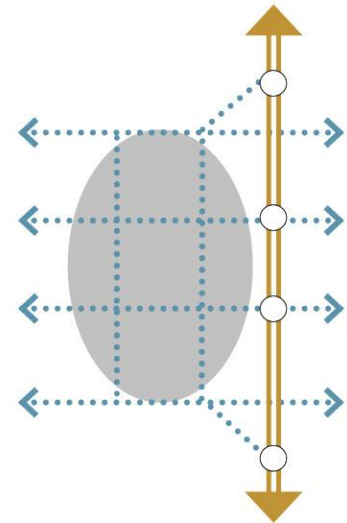
Single Purpose Barrier

THE SPLIT RAIL



Intertwined

THE PICKET

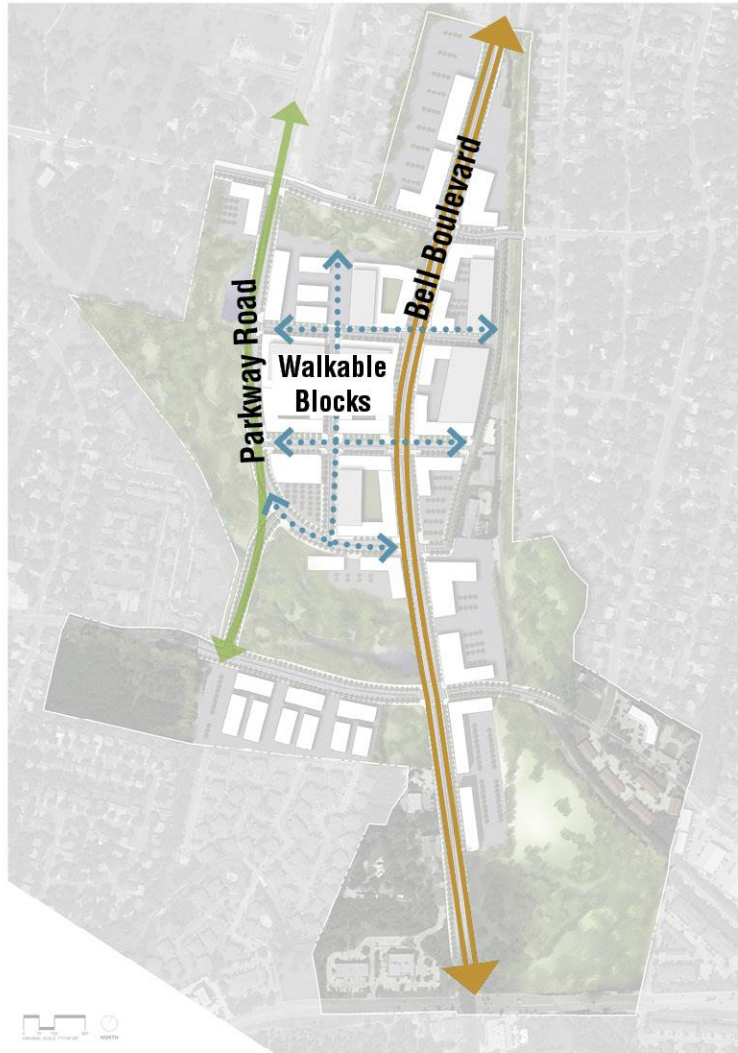


Transparent Buffer



# KEY DIFFERENCES

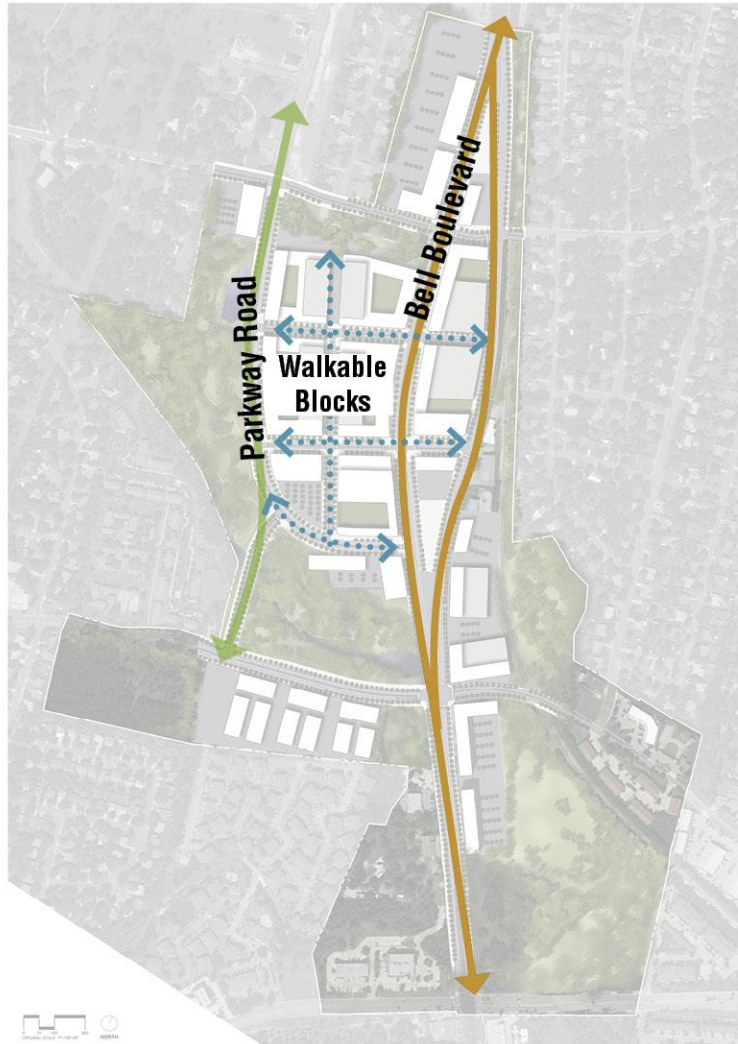
## PROPOSED IMPROVEMENT - THE BOARD ON BOARD





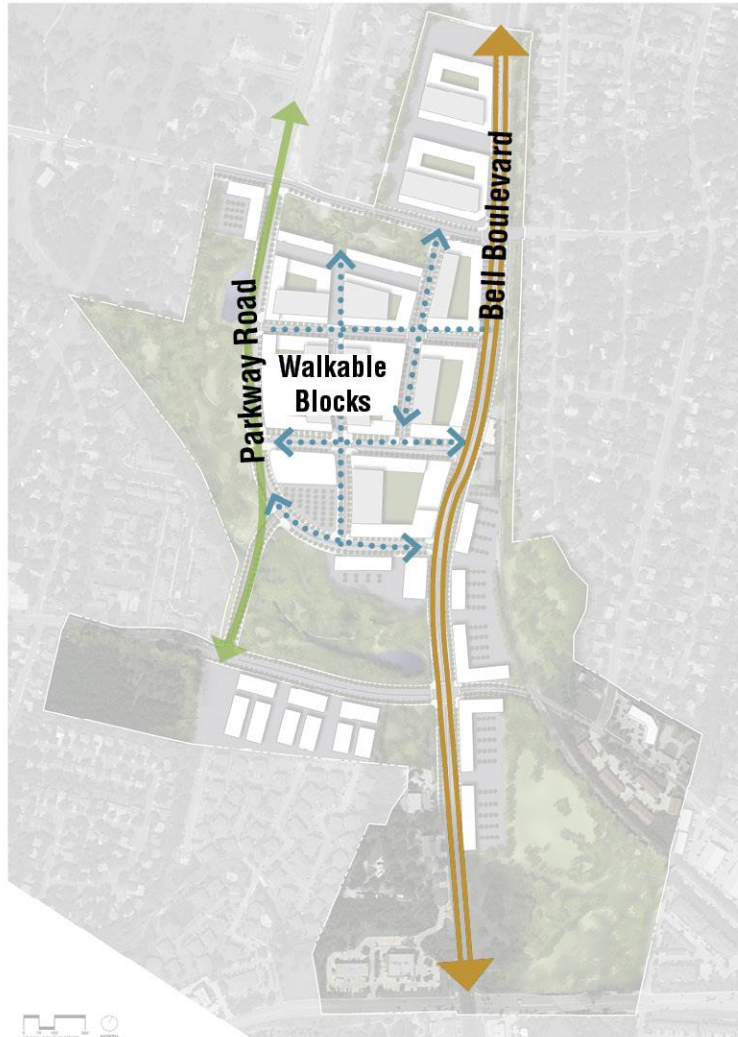
# KEY DIFFERENCES

## PROPOSED IMPROVEMENT - THE SPLIT RAIL



# KEY DIFFERENCES

## PROPOSED IMPROVEMENT - THE PICKET

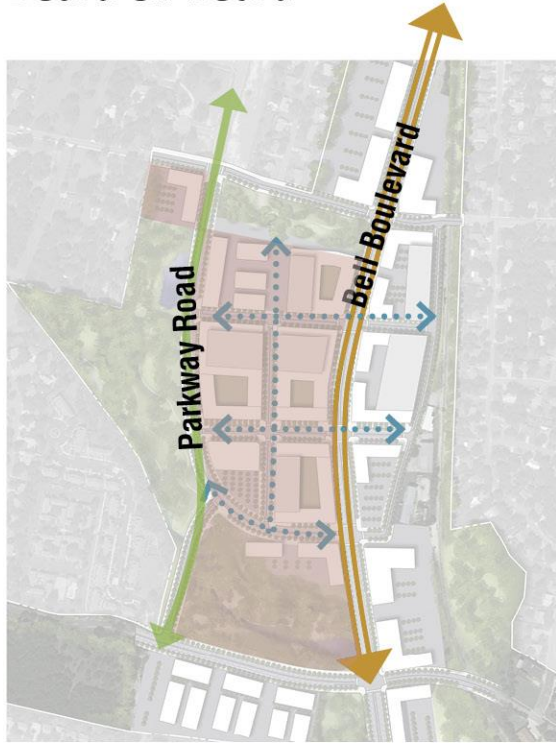




# IDENTITY CONCLUSIONS

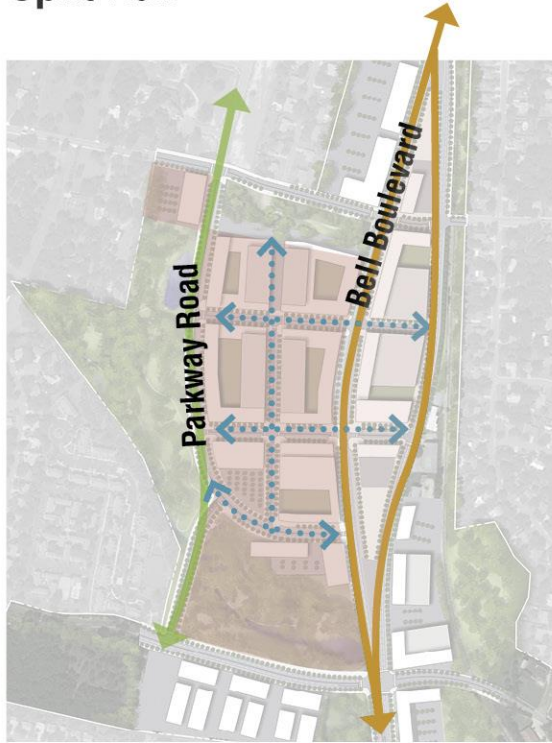
## POTENTIAL DISTRICT CORE

Board on Board



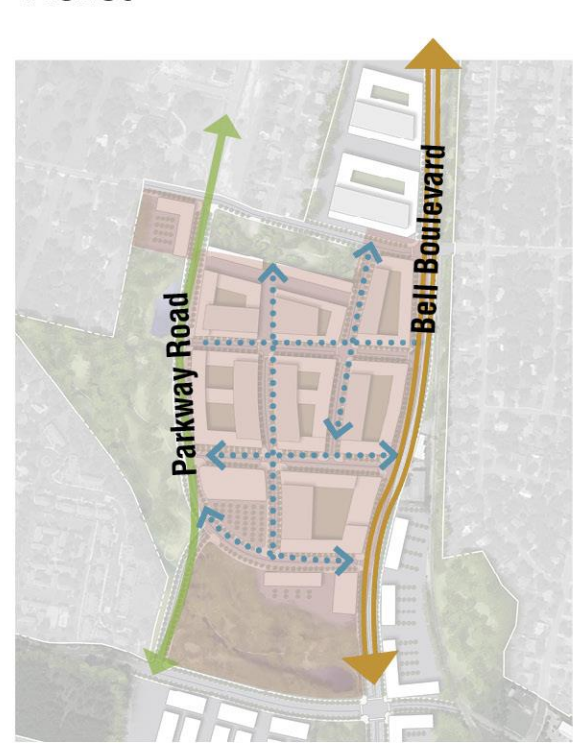
**30 ACRES**  
of district core

Split Rail



**30 ACRES** of district core  
**10 ACRES** between couplet

Picket



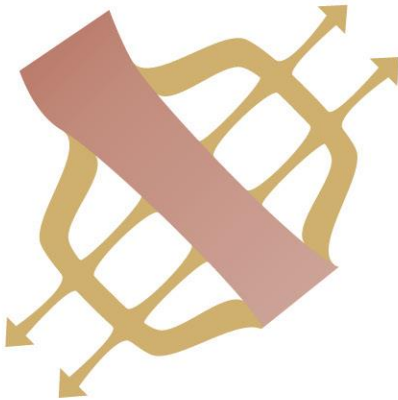
**40 ACRES**  
of district core



# MOBILITY CONCLUSIONS

## SITE ACCESSIBILITY (COMPARED TO BENCHMARKS)

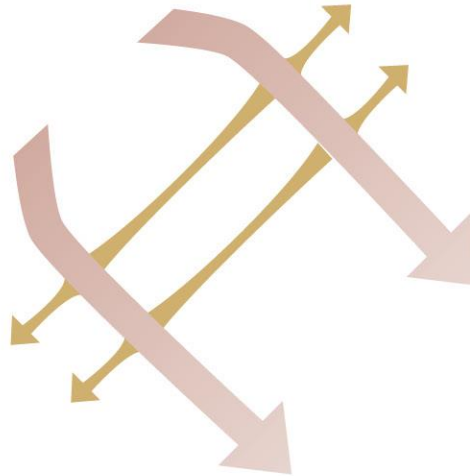
### Board on Board



Arterial runs through project

**6** benchmarks

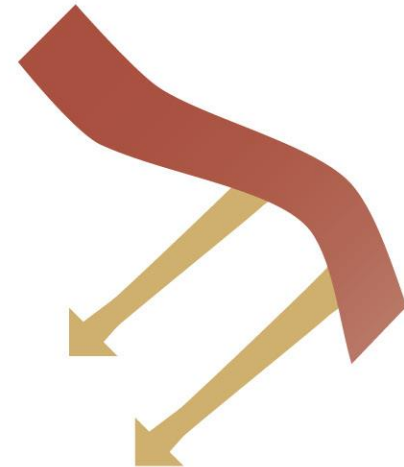
### Split Rail



One way streets or local streets

**17** benchmarks

### Picket



Adjacent to arterial

**30**  
benchmarks

# MOBILITY CONCLUSIONS

## INTERSECTION DELAY (2015)

**A**  $\leq 10$  SEC

**C**  $> 20$  AND  $\leq 35$

**E**  $> 55$  AND  $\leq 80$

**B**  $> 10$  AND  $\leq 20$

**D**  $> 35$  AND  $\leq 55$

**F**  $> 80$  SEC

Existing Bell

Board on Board

Split Rail

Picket

AM PM

AM PM

AM PM AM PM

AM PM

Park St.



Proposed  
Intersection



Bell &  
Buttercup



# R.O.I. CONCLUSIONS

## DEVELOPMENT POTENTIAL

### Board on Board



**Cost**



**Potential**

### Split Rail



**Cost**



**Potential**

### Picket



**Cost**



**Potential**

# NEXT STEPS



## IMPLEMENTATION WORKSHOP - MAY 27, 2015

- Preferred plan
- Phasing
- Projects, policies and programs



# STAY CONNECTED

***THANK YOU FOR YOUR PARTICIPATION!***



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DESTINATIONBELLBLVD.COM***